N. A. STRAND

C. W. BLAKESLEE
SALES MANAGER

O. V. STRAND

Strand
REGISTERED TRADE MARK

N. A. STRAND & COMPANY

MANUFACTURERS OF
FLEXIBLE SHAFTS AND EQUIPMENTS

5001-5009 NORTH LINCOLN STREET

CHICAGO

CABLE ADDRESS
"STRANDFLEX"
WESTERN UNION
AND BENTLEY'S CODE

TELEPHONE
ALL DEPT'S
LONGBEACH 0234

November 20, 1933

C. F. Hamblen, Inc.,
Cor. King & Bay Sts.,
St. Augustine, Fla.

Gentlemen:

The "New Deal" means a new era in the business world - to you and to us. We, like yourselves, have struggled through this exceptional depression, just passing, and have had time to do some real thinking as to what best to do when we came to the crossroads.

We had in mind what to do in the way of improving our line and adding many additional attachments for various uses which would make our machines more valuable to the users, and also wherever possible to make improvements was given serious consideration, with the result that we changed over our entire line to Ball-Bearing Equipments, strengthened our Flexible Shafts and have added many new attachments for use in connection with the same.

There is hardly an industry that could not use to good advantage a Flexible Shaft Machine of some size or combination. We build about sixty standard types or units, and in addition can fit a machine up with attachments covering a multitude of operations of a special nature.

Now, doubtless you also have been planning during this period - and perhaps have given serious thought to new lines you might add on, to increase your business when the better days arrived. We want you to give our line a thought in that direction. We have been in the Flexible Shaft business for over 28 years and have, we believe, a very fine reputation among the various distributors of this country from coast to coast. We are strongly in favor of the distributors handling our line, rather than selling direct, and we do have a line that sells.

We are mailing you our new catalog and net resale price-list just off the press, and hope it will demonstrate to you the real interest and confidence we have in this class of Equipment and our ability to serve you and your patrons in this particular field.

The price-list, as you will note, is planned for simplicity in arriving at the prices of the various machines and attachments - a line-up we believe your salesmen will appreciate.

At your convenience, will you write us if further interested?

Yours very truly,

N. A. STRAND & COMPANY

C. W. Blakeslee

CWB/AL

Sales Manager

ESTABLISHED 1905